

# Protest and Reward Strategies

September 14, 2006





## Survey

We value your suggestions. Within 24 hours of this teleconference, you will receive an e-mail request to participate in a short, anonymous online survey about today's training material. Survey results will be used to determine what resources and topic areas need to be addressed by future training events. The survey will take approximately 5 minutes to complete.

Survey participation requests will be sent to all registered event participants who provided e-mail addresses at the time of their registration. Each request message will contain a Web link to our survey tool. Please call **1-800-540-0320** if you have any difficulties filling out the survey online. Thank you for your feedback and cooperation.

Written comments may be sent to the Substance Abuse and Mental Health Services Administration (SAMHSA) ADS Center via e-mail at [stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov).



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Center for Mental Health Services  
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## Contact Us

### **SAMHSA ADS Center**

11420 Rockville Pike  
Rockville, MD 20852

Toll-free: **1-800-540-0320**

Fax: **240-747-5470**

Web: **[www.stopstigma.samhsa.gov](http://www.stopstigma.samhsa.gov)**

E-mail: **[stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov)**

*The moderator for this call is **Michelle Hicks**.*



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## Questions?

At the end of the speaker presentations, you will be able to ask questions. You may submit your question by pressing **“01”** on your telephone keypad. You will enter a queue and be allowed to ask your question in the order in which it was received. On hearing the conference operator announce your name, you may proceed with your question.



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## Speakers

### **James Radack, National Mental Health Association (NMHA)**

James Radack is the senior vice president for public affairs at NMHA. He directs messaging and public outreach and oversees NMHA's communications, public education programming, resource center, and annual meeting. These activities annually generate more than a billion media impressions, educate nearly 500,000 people through 5,000+ events, and generate more than 1 million inquiries for information from the general public. Since joining NMHA in 1996, Mr. Radack has directed a number of highly successful health communications and social marketing campaigns. In addition, he co-authored "Mental Illness and the Myth of Violent Behavior" in *Violence in Homes and Communities*. He received the Circle of Distinction from the Society for Healthcare Strategy and Market Development of the American Hospital Association for his work on Childhood Depression Awareness Day.



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## Speakers

### **Bob Carolla, J.D., National Alliance on Mental Illness (NAMI)**

Bob Carolla is director of media relations focusing on policy communications, and he oversees NAMI's StigmaBusters program, a group of dedicated advocates who seek to fight inaccurate, hurtful representations of mental illness. Whether these images are found in TV, film, print, or other media, StigmaBusters speak out and challenge stereotypes in an effort to educate society about the reality of mental illness and the struggles faced by consumers and families every day. Mr. Carolla also serves on the editorial board of *BP* magazine, a publication dedicated to the interests of people living with bipolar disorder. Mr. Carolla served for 10 years as legislative counsel to former Senate Majority Leader George Mitchell of Maine, handling a broad range of issues, including the Americans With Disabilities Act. He also was topics editor of the *American Journal of Law & Medicine* at Boston University Law School.



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## Speakers

### Deanna Troust, Vanguard Communications

As vice president of creative services, Deanna Troust oversees the creative materials development process for clients, with an emphasis on mental health, multicultural and online communications, and advertising. From 2002 to early 2005, Ms. Troust served as the project director for the Federal Center for Mental Health Services' Elimination of Barriers Initiative. She coordinated an extensive team of internal staff and dozens of external partners to develop award-winning, culturally relevant TV, radio, and print public service announcements (PSAs); public education materials; and curricula. The campaign's technical assistance component has guided eight pilot States in adopting and implementing the initiative. Currently, Ms. Troust is coordinating a series of regional meetings in support of SAMHSA's National Anti-Stigma Campaign. She also helps plan and implement SAMHSA's annual Voice Awards program. She holds a bachelor's degree in communications from Cornell University.



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# Protest and Reward Strategies: **The NMHA Experience**

James Radack, NMHA  
Senior Vice President for Public Affairs

SAMHSA ADS Center  
Conference Call Training  
September 14, 2006





# Brief Overview of NMHA

- Country's oldest and largest mental health advocacy organization focused on all aspects of mental health and mental illness
- Founded in 1909 by Clifford W. Beers, a young businessman who experienced a mental illness, suicide attempt, and harsh treatment in private and public hospitals
- 300+ affiliates nationwide
- Symbolized by the “mental health bell,” which was cast with iron from chains and shackles that bound people in asylums

# Pros and Cons of Protest and Reward Strategies

## PROTEST

### Pros

- Media coverage
- Potentially rapid results

### Cons

- Media coverage
- Blunt instrument
- Potential for permanent alienation

## REWARD

### Pros

- Proactive approach
- Potential for long-term benefits
- Media coverage

### Cons

- Slower results
- Potential for “relapse”

# NMHA Past Protests

## Stigma Watch program

- “You Don’t Have to Be Crazy to Watch Frasier” straitjacket campaign
- *Me, Myself & Irene*
- Memphis Maniax

# NMHA Reward and Other Proactive Strategies

- Awards programs
- Social marketing campaigns

# NMHA Awards Programs

## Mental Health Media Awards

- Annual peer-judged competition
- Categories include local and national newspaper, radio, TV, Internet, and photography

## *forWARDS*<sup>®</sup>

- Iraq War veteran Blake Miller
- Former NJ First Lady Mary Jo Codey
- Joshua Wolf Shenk, author of *Lincoln's Melancholy*
- PostSecret creator Frank Warren

# NMHA Social Marketing Campaigns

## Bipolar Disorder “Do You Know It?”

- PSA campaign
- Led to an ABC PSA with Maurice Benard

## mpower: Musicians for Mental Health

- Targeted at young people
- Involves the music industry in our outreach

## Operation Healthy Reunions

- Targeted at members of the military and their families
- Involves veteran service organizations in our outreach

# NMHA Contact Information

National Mental Health Association  
2000 N. Beauregard Street, 6<sup>th</sup> Floor  
Alexandria, VA  
800-969-NMHA  
**[www.nmha.org](http://www.nmha.org)**



# NAMI: National Alliance on Mental Illness

## Three strategic programs:

- StigmaBusters
  - Media Awards
  - In Our Own Voice
- Protest  
Praise  
Personal contact





# StigmaBusters Program, Established 1997

## National Coordinator: Stella March in Los Angeles

- Receives and prioritizes e-mail reports of stigma
- Contacts sources of stigma for dialog and education
- Selects targets for monthly StigmaBuster Alerts

To sign up: [www.nami.org/subscribe](http://www.nami.org/subscribe)

To report: [smarch@nami.org](mailto:smarch@nami.org)



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## Famous StigmaBuster Battles

- *Wonderland*
- *Me, Myself & Irene*
- Taffy Bars: “Psycho Sam,” “Loony Jerry,” and “Weird Wally”
- *The Trentonian*: “Roasted Nuts” headline
- The Vermont Teddy Bear





## From the U.S. Surgeon General's Report on Mental Health Chapter One

Stigmatization of people with mental disorders has persisted throughout history. Bias, distrust, stereotyping, fear, embarrassment, anger, and/or avoidance manifest it. Stigma leads others to avoid living, socializing, or working with, renting to, or employing people with mental disorders, especially severe disorders such as schizophrenia. It reduces patients' access to resources and opportunities (e.g., housing, jobs) and leads to low self-esteem, isolation, and hopelessness. It deters the public from seeking and wanting to pay for care.



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## From the U.S. Surgeon General's Report on Mental Health Chapter One (continued)

In its most overt and egregious form, stigma results in outright discrimination and abuse. More tragically, it deprives people of their dignity and interferes with their full participation in society...."

"Why is stigma so strong despite better public understanding of mental illness? The answer appears to be fear of violence...but the overall likelihood of violence is low... [and] the overall contribution of mental disorders to the total level of violence in society is exceptionally small."



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## NAMI's Stigma “Red Flags”

- Inaccuracy
- Stereotypes
- Portrayal only as antagonists or villains
- Linkage to violence
- Insensitive language
- Devaluation (trivialization)
- Butt of jokes
- Offensive or insensitive symbols (e.g., straitjackets)
- Context



## ***Mass media can have the same, but opposite impact as personal contact.***

- Movies
- Television
- Advertising
- Commercial products
- “Halloween horrors”

## ***Protest does not necessarily mean changing minds.***

- Sensitize
- Cause a source to think twice the next time
- Change behavior
- Create pressure from higher authorities or other stakeholders
- Use the opportunity for a “teaching moment” for broader public

## ***Protest is incremental in nature.***

- Initial contact and dialog
- Education
- Simple acknowledgement or apology
- Correction
- Discontinuation
- Transformation into partnership



## ***Private dialog may be better than public protest.***

- Give an adversary a way to save face.
- Find a compromise.
- Declare victory.

## Protest Tools

- Use the Internet for research
  - The names of company officers, addresses, and comment e-mail forms usually can be found on company Web sites
- Moral authority—in written communications, briefly tell how stigma has affected you or your family
- Other leaders in the community
- Face-to-face group meetings
- Telephone calls, letters, faxes, and e-mails from the community leaders or members to the targeted stigma source
- Letters to editors
- Op-ed articles in newspapers



## Key Tactics

- Do your homework
  - Monitor over time. Be prepared to give specific examples with dates, product names, etc.
- Be polite. Don't assume bad intentions. Many people don't even know what stigma means
- Reach out to other community leaders



## Key Tactics

- Mention the U.S. Surgeon General's condemnation of stigma and the fact that the Federal and State governments have launched a National Anti-Stigma Campaign
- With local television and radio stations, mention that under their Federal license, they have a public service obligation—and undermining public education on mental illness is a breach of that obligation





## Key Tactics

- Generate telephone calls, letters, faxes, and e-mails to movie studio, television, and radio network presidents
- Contact company presidents and public relations/consumer relations offices
- Contact advertisers whose commercials are played during offensive shows
- Contact newspaper advertising managers. Ask whether ads comply with their own standards
- Contact specific movie or show producers
- Speak with store managers





## Set Priorities: Pick Targets Carefully

- Most outrageous cases
- Best possibilities for leverage: commercial sponsors or points of sale
- Highest public profiles for teaching opportunities
- Best chances for results: Don't make things worse by publicizing something that few people otherwise would hear about. Where does humor stop and stigma begin?



## Responses to Opposing Views: *First Amendment*

- No one is asking for government censorship
- We're asking for responsibility from the sources themselves
- We're exercising our own First Amendment rights to speak out and to appeal to the public conscience



## Responses to Opposing Views: *Censorship*

- We aren't asking for censorship
- We are asking for people or companies to exercise power responsibly





## Responses to Opposing Views: *Get a Sense of Humor*

- Mental illness is a public health crisis
- The Surgeon General has identified stigma as a principal barrier to people getting the help they need
- The crisis is real; humor has its place, but a public health crisis isn't funny







**ADS**CENTER

Resource Center to Address  
Discrimination and Stigma

BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE

## 2004 CHICAGO CUBS STRAITJACKET DAY!

GIVEN TO THE FIRST 10 ROWS  
THROUGHOUT WRIGLEY FIELD



**"KEEP YER HANDS IN DA STANDS!"**

© "BORIS" 2003



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# THE VOICE AWARDS



## What Are the Voice Awards?

- **Annual awards program sponsored by SAMHSA and held in Los Angeles**
- **Entertainment industry writers and producers honored for dignified, accurate, and respectful portrayals of people with mental illnesses**
- **Consumer advocates honored as well**



Began as Part of the  
Elimination of Barriers Initiative (EBI)

**Part of a three-pronged strategy:**

- **Public education**
- **Contact approaches**
- **Reward/protest**





## Recognizing Those Behind the Scenes

### **Entertainment industry writers and producers:**

- **Drive storylines, develop characters**
- **Receive less recognition**
- **Reach millions**



## Consumer Advocates Share the Stage

- **Are recognized for their work in addressing discrimination and stigma**
- **Move audiences with their stories**





## Partners Are the “Glue”

- **Judge entries**
- **Support the event**
- **Present awards**



## Anyone Can Nominate Consumers or Productions

- **Call for nominations distributed via e-mail to entertainment industry and partners, SAMHSA, and the ADS Center**
- **Nomination guidelines live on [www.allmentalhealth.samhsa.gov/voiceawards](http://www.allmentalhealth.samhsa.gov/voiceawards)**
- **Entries are mail-in**



## Entertainment Entries Judged in Two Phases

**Round 1: Judges—including actors, writers, producers, and consumers—rate productions and narrow field to < 20**

**Round 2: Panel of judges—including partner representatives, advocacy organizations, and consumers—choose finalists, which are then approved by SAMHSA**



## Judging Based on Five Criteria

- 1. Respectful, positive, or sensitive depictions of people with mental illnesses**
- 2. Relative importance of character to plot, subject matter, or storyline**
- 3. Emphasis on contributions made by people with mental illnesses**
- 4. Portrayal of the concept of recovery**
- 5. Representations that reduce misconceptions and stigma**





## Consumer Nominations

**A panel made up of mental health advocates review consumer nominations and select winners, who are then approved by SAMHSA.**



## Consumers Evaluated in Three Key Areas

**Evaluated based on outstanding contributions in:**

- 1. Leading efforts to reduce the discrimination and stigma associated with mental illnesses**
- 2. Personally demonstrating that recovery is real and possible**
- 3. Making a positive impact on their community, workplace, and/or school**

**Additional consideration is given to nominees who have made a positive impact in special populations such as older adults, racially and ethnically diverse groups, and rural communities.**



## 2005 Event Recognizes *Aviator*, *ER*, EBI States

- ***Monk*, *Huff*, *Strong Medicine*, *People Say I'm Crazy* among the winners**
- **Consumer winners nominated by EBI States**
- **Special awards to Neal Baer, Brooke Shields, Univision, and Maurice Benard**
- **Co-hosts: Actress Mariette Hartley and Emmy-winning journalist Kathleen Sullivan**

## ***2005 Program Partners***



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

750 First Street, NE  
Washington, DC 20002-4242



American Psychiatric Foundation  
Advancing public understanding of mental illnesses™



National Association of  
State Mental Health  
Program Directors

MENTAL HEALTH  
MEDIA PARTNERSHIP

***Also  
NMHA and NAMI***





## Feedback From 2005 Event

***“This was a stellar event in all regards. [We] were all tremendously moved personally by what was being accomplished by the entertainment community, public officials, mental health professionals, and those who have overcome or are continuing to deal with their life issues. Congratulations. It was an honor to be there with you for a very special evening.”***

***Sandy Climan, Producer, Aviator***

***“Congratulations.... You spearheaded a fantastic event. Unbelievable how so many ‘bared their souls.’ You gathered a very impressive and varied group to honor, and it was truly inspiring to hear from them. Obviously this entire subject has/will become a most important one for the media and is so much appreciated by those it spotlights.”***

***Entertainment Industry Attendee***



## 2005 Highlight



*SAMHSA Administrator  
Charles Curie presents a  
SAMHSA Special  
Recognition Award to Actor  
Maurice Benard*



## 2006 Event Honors *Proof*, *Law and Order: SVU*, Consumer Advocates Nationwide

- **David Hoberman, producer of *Monk*, honored with Career Achievement Award**
- ***I Have Tourette's but Tourette's Doesn't Have Me* wins a Voice Award and an Emmy**
- **Cindy Asner self-discloses for the first time in public**





## 2006 Event (continued)

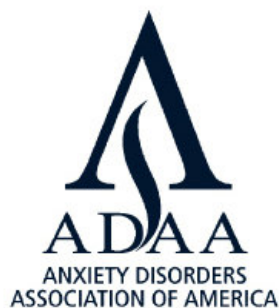
- **Special awards to Patty Duke and Ruta Lee**
- **Mariel Hemingway hosts**
- **Event moved under the umbrella of SAMHSA's National Anti-Stigma Campaign**



## 2006 Event (continued)

- **Lynn Kohr and Nancy Jensen**  
**Winners of the Consumer Leadership Award**
- **Kylee Maloney, Producer**  
***One in Five (Crazy for Life)***  
**Entertainment Industry Winner**

## ***2006 Program Partners***



***Also  
NMHA and NAMI***



## Feedback From 2006 Event

***“THANK YOU SO MUCH.... It felt like an important evening, and I thought everyone was very special.”***

***Marisol Hemingway***

***“Last night was great. I was truly honored to be able to give the acceptance speech. The night was very moving. Also, hearing the consumers’ stories was very difficult, but inspiring.”***

***Ken Storer, Producer, Law & Order: SVU***

***“It was a beautiful experience all the way around.... I found the evening so lovely and touching. I commend you for doing such a magnificent job in putting it together.”***

***Cindy Asner***





## 2006 Highlight



*Mariel Hemingway  
presents a SAMHSA  
Lifetime Achievement  
Award to Carmen Lee of  
Stamp Out Stigma*





## 2007 Voice Awards: What's in Store?

**Please start thinking about nominations!**

- **TV episodes and film and radio productions**
- **Aired between January 1, 2006, and December 31, 2006**
- **Watch for the call for nominations in early 2007!**



## Contact Information

**Deanna Troust**

**Vice President**

**Vanguard Communications**

**[dtroust@vancomm.com](mailto:dtroust@vancomm.com)**



## Discussion Questions

1. Based on today's discussion, what are the most significant challenges facing you or your organization in planning and implementing some of the strategies presented?
2. Have you or members of your organization addressed stigma and discrimination using any of the strategies presented during today's discussion?
  - A. If so, which strategy? What was your level of success? What worked? What would you do differently in the future?
  - B. If not, has the discussion today provided you with any ideas of how to move forward in your community?





## Resources: Articles and Books

*The views expressed within these resources do not necessarily represent the views, policies, and positions of the Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, or the U.S. Department of Health and Human Services.*

Corrigan, P. (2001). *Don't Call Me Nuts!* Tinley Park: Recovery Press.

Corrigan, P. (2005). *On the Stigma of Mental Illness: Practical Strategies for Research and Social Change*. Washington, DC: American Psychological Association.

Corrigan, P., & B. Gelb (2006). "Three programs that use mass approaches to challenge the stigma of mental illness." *Psychiatric Services*, 57(3): 393-398.



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## Resources: Online

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Rogers, S. *Fighting Stigma*. [www.mhselfhelp.org/techassist/fightingstigma.pdf](http://www.mhselfhelp.org/techassist/fightingstigma.pdf).

U.S. Department of Health and Human Services, SAMHSA, Center for Mental Health Services. (2001). *Challenging Stereotypes: An Action Guide*. [www.mentalhealth.samhsa.gov/publications/allpubs/SMA01-3513/sma01-3513-03.asp](http://www.mentalhealth.samhsa.gov/publications/allpubs/SMA01-3513/sma01-3513-03.asp).

Mental Health Education Resource Center of Manitoba, Canada. *Ten Things You Can Do To Fight Stigma*. [www.mherc.mb.ca/tenThings.html](http://www.mherc.mb.ca/tenThings.html)



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